

Historic, Archive Document

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ALLENS' PLANTS

*They Live!
They Grow!!
They Bear
Fine Crops!!!*



56 YEARS
of
EXPERIENCE
behind the plants we
send you
They are
DEPENDABLE

W. F. ALLEN CO. SALISBURY, MD.

Price List for 1941

	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants
Early Varieties								
Bellmar.....	\$.25	\$.40	\$.65	\$1.10	\$1.50	\$1.80	\$4.00	\$17.50
BLAKEMORE.....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
Clermont.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
Daybreak.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
DORSETT30	.45	.75	1.30	1.75	2.10	4.75	21.25
FAIRFAX30	.45	.75	1.30	1.75	2.10	4.75	21.25
FAIRMORE.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Howard 17.....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
MAYTIME.....	.50	.90	1.50	2.70	3.60	4.40	10.00	
Missionary.....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
NORTHSTAR.....	.35	.50	.85	1.50	2.10	2.60	6.00	27.50
PREMIER30	.45	.75	1.30	1.75	2.10	4.75	21.25
Senator Dunlap.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
Shelton.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
Southland.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
Midseason Varieties								
ABERDEEN.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
BIG JOE30	.45	.75	1.30	1.75	2.10	4.75	21.25
CATSKILL30	.45	.75	1.30	1.75	2.10	4.75	21.25
Culver.....	.40	.60	1.00					
DRESDEN.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
Eleanor Roosevelt.....	.35	.50	.85	1.50	2.10	2.60	6.00	27.50
PATHFINDER.....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
Late Varieties								
AROMA.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
CHESAPEAKE30	.45	.75	1.30	1.80	2.20	5.00	22.50
Gibson.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Hebron.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
Lupton.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Massey.....	.40	.60	1.00					
New York.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
Sample (Imp.).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
STARBRIGHT.....	.50	.90	1.50	2.70	3.60	4.40	10.00	
WM. BELT.....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
Very Late Varieties								
GANDY.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
*GREEN MOUNTAIN....	.50	.90	1.50	2.70	3.60	4.40	10.00	40.00
Orem.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
RED STAR.....	.50	.90	1.50	2.70	3.60	4.40	10.00	
Everbearing Varieties								
Champion.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
GEM40	.60	1.00	1.70	2.40	3.00	7.00	32.50
*GREEN MOUNTAIN....	.50	.90	1.50	2.70	3.60	4.40	10.00	40.00
MASTODON40	.60	1.00	1.70	2.40	3.00	7.00	32.50
Progressive.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
Wayzata.....	1.50	2.50	4.00	7.50	10.50	13.00	30.00	

500 plants or more of a variety at the 1,000 rate.

All plants f. o. b. Salisbury, Maryland, at prices quoted.

Send us your list and we will be glad to quote delivered prices.

*Green Mountain plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

Make check or money orders payable to W. F. ALLEN CO.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	Each additional pound or fraction
1st....	0 to 50.....	8 cts.....	1 1/10 cts.
2nd....	50 to 150.....	8 cts.....	1 1/10 cts.
3rd....	150 to 300.....	9 cts.....	2 cts.
4th....	300 to 600.....	10 cts.....	3 1/2 cts.
5th....	600 to 1000.....	11 cts.....	5 3/10 cts.
6th....	1000 to 1400.....	12 cts.....	7 cts.
7th....	1400 to 1800.....	14 cts.....	9 cts.
8th....	1800 up.....	15 cts.....	11 cts.

Be Sure to send enough postage. Any excess will be returned.

DORSETT

"Last year I picked around 10,000 quarts of Dorsett to the acre," says Mr. W. G. Niven of Norfolk Co., Virginia. Dorsett is one of our most productive and profitable of all early berries. Large, nice bright looking and of excellent quality. They give you a real taste treat.

Dorsett is great for local and nearby markets and they ship well if picked when ready.

To make the most of Dorsett, avoid frosty sites and give them some thinning when plant growth starts to run away. Good in all the middle states. Does well in favored sites as far north as New York and New England.

We have the Dorsett plants that will turn the trick for you.

PREMIER Frost Proof! Safe!!

Year after year for *24 straight seasons* Premier has warded off the cold of Winter and the frosts of early spring to *come through* with a crop. **AND SUCH CROPS!** Yields of 6,000 to 10,000 quarts per acre are not unusual for Premier.

Plant growth—vigorous and very healthy.

Size of berries—medium to large.

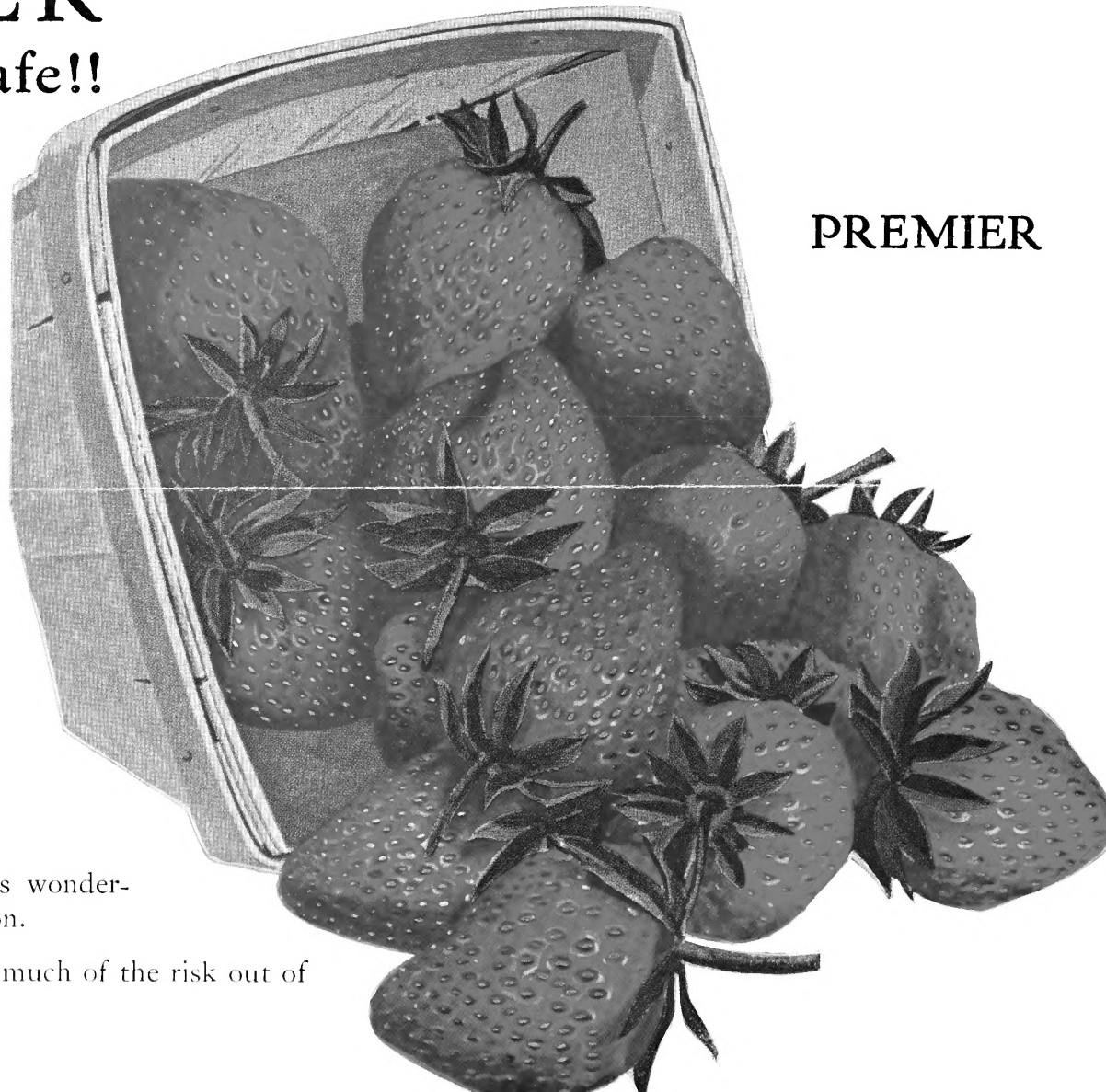
Firmness and quality—very good.

For beginners—Premier is safe and sure to produce a crop.

For experts—Premier responds wonderfully to extra care and attention.

PLANT PREMIER and take much of the risk out of berry growing.

PREMIER



GROW BERRIES LIKE THESE!! MAKE SOME REAL MONEY!!

ANYWHERE

Strawberries grow from Maine to Florida. They are at their best in the Middle and Northern States. Any good farm or garden soil is O.K. If it grows good yields of other crops or *weeds* it will grow berries.

also as a
GARDEN CROP
STRAWBERRIES

are
DELIGHTFUL!
DELICIOUS!
HEALTHFUL!
HIGH IN
VITAMIN C!

ANYBODY

Beginners can do it. Previous experience is helpful but not necessary. Simple directions in the Berry Book tell you how. If you failed to receive or have mislaid the copy we sent you, we will send another—FREE—promptly.

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A SURE
CROPPER—It
hasn't missed
for eight
straight years.

A VIGOROUS
GROWER—
Makes plenty of
strong plants for
a good fruiting
row.

A HEAVY
BEARER—
Makes more
quarts of larger
berries than any
other variety.

A PROFIT
MAKER—The
best of all mid-
season berries.

W. F. ALLEN COMPANY
SALISBURY, MARYLAND



MASTODON

"When the frost is on the pumpkin and the fodder's in the shock" you can still pick luscious ripe strawberries from your own garden. Later than that, too, as the husky dark green leaves cover many of the berries and give them protection until actual freezing temperatures come on. And just think! These plants of Mastodon, set in April 1941 will start bearing in August and September 1941, only a few weeks after the plants are set. No other fruit crop can *touch* that for *quick results!*

Mastodon makes a vigorous rugged plant growth, and is very popular in all the middle and northern states. It's a good midseason berry for the regular spring crop, too.

In many places where Mastodon, or other good Everbearing varieties like Gem and Green Mountain have done well, they have become a valued cash crop. Extra money is taken in for the surplus from the home garden, or larger plantings are made for a real commercial crop. They're always easy to sell! And more important to you **THEY ARE EASY TO GROW.**

FAIRFAX ROYAL QUALITY!

"Have you any more of those large dark berries? They're wonderful!" "My customers won't have other varieties since I started growing Fairfax." "There is nothing in our garden as popular with the family as those two rows of Fairfax strawberries." Comments like these come from buyers, growers and housewives who want the best and know that they have it in Fairfax strawberries.

Fairfax stands **AT** the top in quality—it is **NEAR** the top in other ways.

Makes plenty of plants for a good fruiting bed. No variety has healthier foliage.

Productive. Excellent yields of 5,000 to 8,000 quarts per acre are not unusual.

Berries are beauties, but turn dark on holding.

Fairfax is one of the firmest of berries.

Widely adapted. One of the highest selling early shipping berries in North Carolina. Good in Tennessee and Missouri. Fine all thru the Middle and Northern States. Maine's leading roadside market berry.

FAIRFAX is *definitely on the MUST list!*



Collections for Your Convenience

ALL SEASON STRAWBERRY GARDENS

COLLECTION A (4 lbs.) \$1.00
100 plants (25 of each)

COLLECTION B (8 lbs.) \$1.75
200 plants (50 of each)

COLLECTION C (16 lbs.) \$3.00
400 plants (100 of each)

DORSETT —For luscious Early berries

FAIRFAX —Second early—Finest quality

CATSKILL —Midseason—largest and most productive

GEM —Most dependable Everbearer

EVERBEARING GARDENS

COLLECTION D (4 lbs.) \$1.10
100 plants (50 of each)

COLLECTION E (8 lbs.) \$1.80
200 plants (100 of each)

GEM —The little giant Everbearer

MASTODON —The universal Everbearer

DEPENDABLE PROFIT PLOTS

COLLECTION F (22 lbs.) \$3.25
600 plants (200 of each)

COLLECTION G (50 lbs.) \$6.75
1,500 plants (500 of each)

COLLECTION H (90 lbs.) \$13.25
3,000 plants (1,000 of each)

DORSETT

FAIRFAX

CATSKILL

These collections are suggested especially for states in the latitude from Virginia and Missouri northward, and in higher altitudes farther South.

PREMIER, the hardiest variety of all, may be substituted for Dorsett in any of these collections if you request it. Premier is recommended for Dorsett in Northern States or on sites where late frosts are likely.

These prices are f.o.b. Salisbury, payment with order. Add postage figured from approximate weight given and parcel post table on page 33. The larger collections (400 plants or more) will go cheaper by express collect.

Other Top-Notch Varieties

Blakemore We have **YELLOW** RESISTANT plants of Blakemore, the great Southern shipping berry. Very productive, light color, solid, tart. Popular for barreling. Will stand much neglect and still do well.

Northstar A new high quality berry for the north. Makes few plants but large, vigorous ones. Moderate crops but large, firm, beautiful, showy and very fine flavored berries.

Big Joe Good quality, large size, firm enough to ship. Best mid-season berry under some conditions. Second to Catskill generally only because that variety is so tremendously productive.

Dresden A new midseason berry from Geneva, N. Y., the home of Catskill. Shows promise as a heavy producer of good sized and good looking mid-season berries. Northern states only.

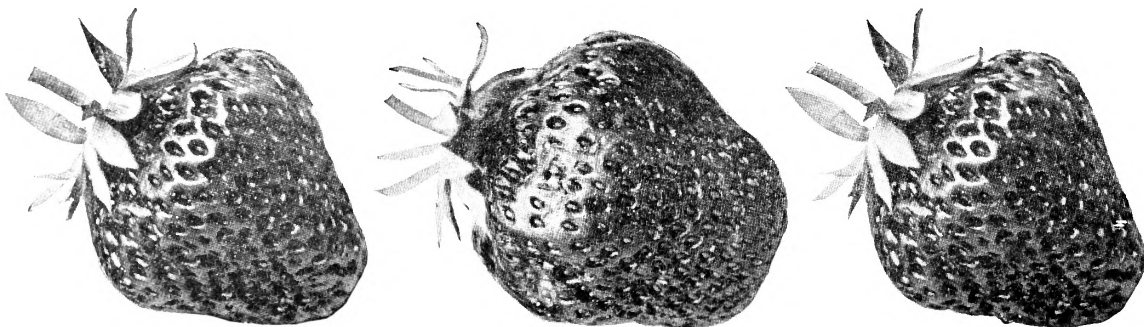
Aroma The only good late southern shipping berry. Productive. Berries firm, light color and perfect strawberry shape. Good as far north as Central Indiana and Illinois. A beautiful berry selling at top prices because it carries to market so well.

Chesapeake The Aristocrat of Strawberries! The best of all late varieties for those who can grow a good bed of plants. Requires fertile soil, good cultivation. Berries large, firm, beautiful, fine quality. Out sells all other late berries.

Green Mountain Makes a vigorous, healthy growth. Good as a late summer and fall Everbearer. Also makes an excellent very late spring crop on land rich and moist enough to support the great numbers of berries produced.

Gem With us the best of all Everbearers. Especially good for August and September berries.

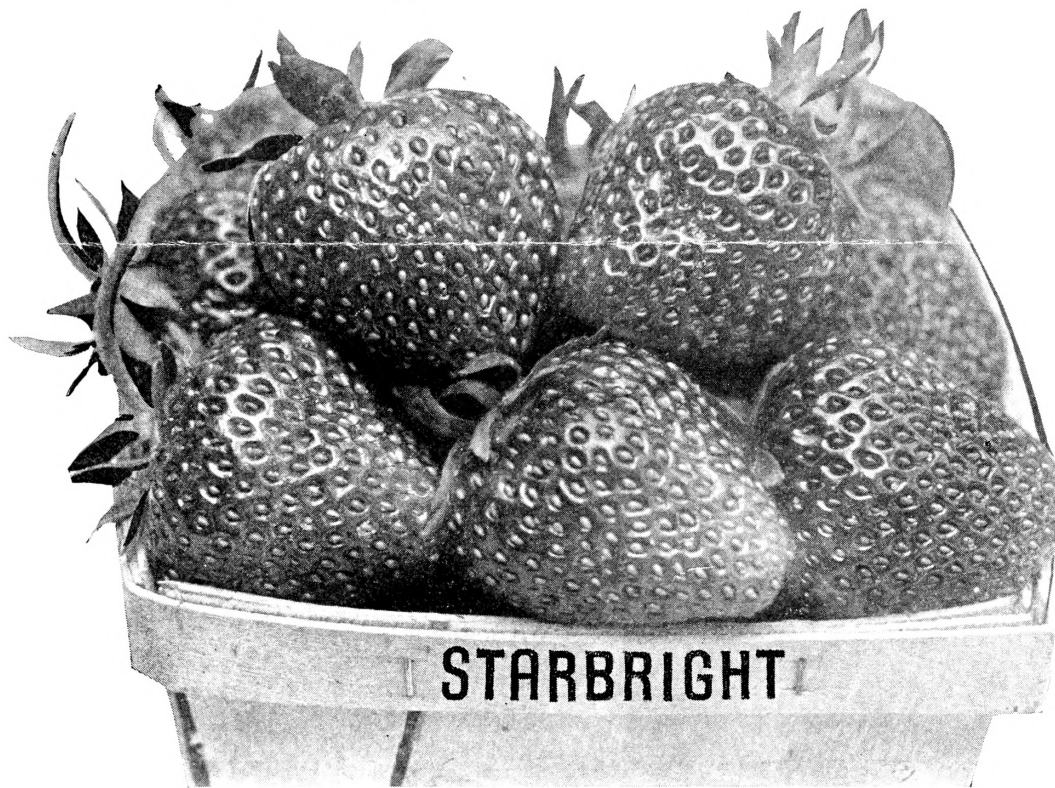
Pathfinder One of the most productive of all varieties. Strong plant growth. In Northern states berries have a nice bright red color—very pretty. Quality fair. Firm enough for nearby markets. Plants very resistant to the new red stele disease.



UNCLE SAM *has released* THREE NEW BERRIES! MAYTIME—STARBRIGHT—REDSTAR

Dr. Geo. M. Darrow, who did the breeding and testing work, says of them:

“MAYTIME in Maryland is earlier, STARBRIGHT handsomer and REDSTAR later than any standard variety now in the trade”



MAYTIME

Earliest of all. Compared with Blakemore, Maytime is far better in quality. It is just as large, equally firm and only slightly darker in color. **Maytime** makes plants almost as freely as Blakemore and the berries ripen three to four days earlier if frost has not injured the very early blossoms. Quite productive. Well worth trying.

STARBRIGHT

The handsomest berry! The great beauty of the berries, together with their large size, firmness and high quality made Starbright the **highest selling variety** we had in 1940. After picking and shipping expenses were deducted, several shipments of Starbright returned **twice as much** per quart as some of the leading standard varieties. Berries resemble Chesapeake (its parents are Fairfax and Chesapeake) but it is easier to grow and the fruit is prettier and of better quality than Chesapeake.

REDSTAR

“The latest real good berry and the best real late berry.” Easy to grow—very productive—berries very large—firm enough to ship—nice looking—fine quality. Where it proves to be adapted Redstar seems to be the answer to the need for a real good, real late variety. Should be tried in all northern states and south to latitude of Virginia, Tennessee and Missouri.

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